

intertextile

SHANGHAI apparel fabrics

中国国际纺织面料及辅料(秋冬)博览会
China International Trade Fair for Apparel Fabrics and Accessories – Autumn Edition



25 – 27.8.2021

National Exhibition and
Convention Center (Shanghai), China

**Sponsorship Marketing
Opportunities**



Sponsorship Marketing Opportunities

Customised sponsorship promotion plan

Connect all the fair's resources to carry out a series of sponsorship and advertising activities that will increase the exposure of your brands and products, making them a focus at the fair!

Create a customised and eye-catching promotional plan that aligns with your marketing goals. Static displays such as advertising onsite and in show's publications, title sponsorship opportunities at concurrent events and functional areas, and onsite souvenir distribution will all instantly enhance your brand penetration at the fair.

In addition to the items covered in this "Sponsorship Marketing Opportunities" brochure, please do not hesitate to contact us to discuss a tailor-made sponsorship marketing plan that will generate more business opportunities for your company!



(A) Sponsorship Marketing Options

A01 Functional area

Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.

- Sponsor's name and / or logo (single unit) will be displayed on backdrop or onsite signage
- Sponsor's brochure / flyer will be placed in the area
- Sponsor will be entitled to access passes for accessing their sponsored area
- Please contact organisers for more details about sponsorship
- The location of the sponsor's advertisement will be allocated by the organisers

Quantity: Joint sponsor

Price: On request

Application deadline: 12 July 2021



A02 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls. Advertising on the show bags will help increase your company's exposure both onsite and away from the fairground.

- Sponsor's logo (single unit) and / or advertisement will appear on one side, the show logo and / or advertisement will appear on the other side of the show bag
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor

Price: (a1) West / North Entrance: USD 24,000 / 4,000 pcs
(a2) West / North Entrance: USD 13,500 / 2,000 pcs
(b1) East / South Entrance: USD 22,000 / 4,000 pcs
(b2) East / South Entrance: USD 12,000 / 2,000 pcs

Application deadline: 31 May 2021



A03 Floor plan sponsorship (New)

Sponsor's logo will appear on the floor plans located at the gangways inside the exhibition hall to highlight their booth location to visitors.

- Sponsor's logo (single unit) will appear on the floor plan inside the exhibition hall where their booths located
- Floor plans will be arranged as floor stickers placing on the gangways inside each hall

Quantity: Joint sponsor

(max. 6 sponsors / each floor plan)

Price: USD 3,500 / sponsor

Application deadline: 12 July 2021



(A) Sponsorship Marketing Options

A04 Coffee cup sleeve **(New)**

The coffee cup sleeve will be used for coffee served to visitors and exhibitors at the Coffee Points inside halls.

- Sponsor's logos and / or advertisements will appear on the coffee cup sleeve together with the show logo and/ or advertisements
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee



Quantity: Joint sponsor
(1 sponsor / Coffee Point)
Price: USD 2,600 / sponsor
Application deadline: 12 July 2021

A05 Bottled water

The bottled water will be distributed to visitor for free at the registration halls / information counters or during concurrent events.

- Sponsor's logos and / or advertisements will appear on the bottled water together with the show logo and/ or advertisements
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee



Quantity: Joint sponsor
Price: (a) USD 8,000 / 5,000 bottles
(b) USD 4,000 / 2,000 bottles

Application deadline: 12 July 2021

A06 Hand sanitiser **(New)**

Hand sanitiser will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the hand sanitiser together with the show logo and / or advertisement
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee



Quantity: Joint sponsor
Price: (a) USD 18,000 / 10,000 bottles
(b) USD 10,000 / 5,000 bottles

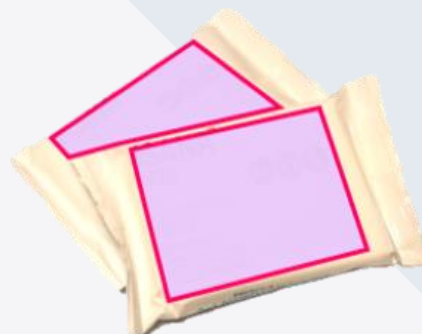
Application deadline: 12 July 2021

(A) Sponsorship Marketing Options

A07 Wet tissue paper **(New)**

Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the package of wet tissue paper together with the show logo and / or advertisement
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee



Quantity: Joint sponsor
Price: (a) USD 18,000 / 20,000 packs
(b) USD 10,000 / 10,000 packs

Application deadline: 12 July 2021

A08 Show souvenir

Sponsored advertisements or logos will be printed on the souvenirs together with show logo. Souvenirs will be distributed to visitors for free. There are wide range of souvenirs, sponsors are welcome to specify the type and quantity of the souvenirs.

- Sponsors should submit materials and information according to the souvenir specifications
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee



Quantity: Joint sponsor
Price: On request

Application deadline: 12 July 2021

(B) Publication

B01 Notebook

Notebooks with show information will be distributed onsite to visitors free of charge. It is a golden advertising opportunity for exhibitors!

- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 210mm (H) x 148mm (W)

Bleeding size: 216mm (H) x 154mm (W)
+3mm bleeding on each side

Item	Price
(a) Back cover	USD 6,000
(b) Inside front cover	USD 4,000
(c) Inside back cover	USD 4,000

Application deadline: 12 July 2021



(C) Onsite Advertising



C01 Billboard – Main entrances

Specification: 3m (H) x 12m (W)
Price: USD 5,200 / pcs



C03A Lightbox – Plaza external (New)

Specification: 3.06m (H) x 1.76m (W) x 5 pcs
Price: USD 8,500 / 5 pcs



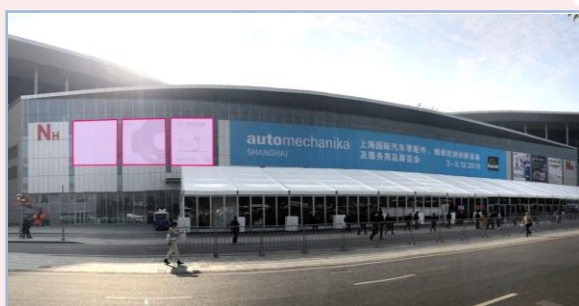
C03B Lightbox – East Plaza under footbridge (1st floor) (New)

Specification: 2.84m (H) x 9.84m (W)
Price: USD 5,800 / pcs



C03C Lightbox – West Plaza (New)

Specification: 2.65m (H) x 10.45m (W)
Price: USD 4,200 / pcs



C18B Glass wall advertisement – North Square (New)

Specification: 10m (H) x 8m (W)
Price: USD 12,000 / pcs



C04 Billboard – North Square (New)

Specification: (a) 1-side: 4m (H) x 8m (W)
(b) 2-side: 4m (H) x 8m (W) x 2-side
Price: (a) USD 4,600 / 1-side / pcs
(b) USD 9,000 / 2-side / pcs

Note: The submission deadline of application and material production files is 12 July 2021.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

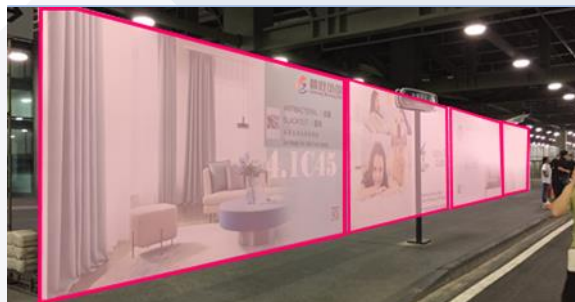
Advertising items are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C11 Billboard **– Fence surround halls (New)**

Specification: 2.4m (H) x 4m (W) x 5 pcs
Price: USD 6,800 / 5 pcs



C02B Billboard **– Metro station exit no. 4 / 5**

Specification: 3m (H) x 6m (W)
Price: USD 3,300 / pcs



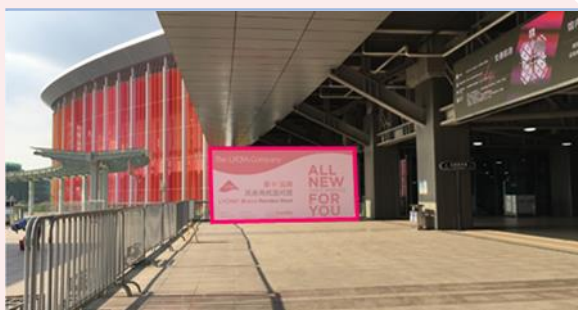
C30 Billboard – East Square **(mezzanine floor) (New)**

Specification: 3m (H) x 6m (W)
Price: USD 2,650 / pcs



C32 Billboard – West Square **(mezzanine floor) (2-side)**

Specification: Front & back: 4m (H) x 12m (W) x 2-side
Price: Sides: 4m (H) x 2m (W) x 2-side
USD 22,000 / 4-side / pcs



C33A Billboard – Registration hall **entrance (mezzanine floor)**

Specification: 4m (H) x 8m (W)
Price: (a) West Square: USD 5,000 / pcs
(b) East Square: USD 5,000 / pcs



C41 Glass wall advertisement **– West registration hall** **(mezzanine floor) (New)**

Specification: 3m (H) x 8m (W)
Price: USD 3,550 / pcs

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Advertising items are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C34C Lightbox – West registration hall (mezzanine floor) (New)

Specification: 2.2m (H) x 1.7m (W)
Price: USD 800 / pcs



C35A Billboard – Exhibition footpath (mezzanine floor) (New)

Specification: 3m (H) x 4-6m (W)
Price: (a) West Square: USD 2,650 / pcs
(b) East Square: USD 2,650 / pcs



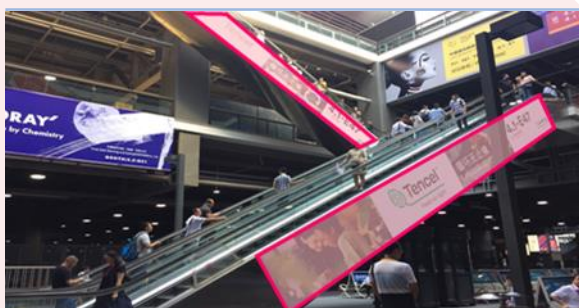
C35B/C Billboard – Exhibition footpath skylight (mezzanine floor) (New)

(a) West esplanade: 3m(H) x 8m(W) x 2-side, USD 6,500 / pcs
(b) East esplanade: 3m(H) x 8m(W) x 2-side, USD 6,500 / pcs
(c) South esplanade: 4m(H) x 8m(W), USD 4,600 / pcs



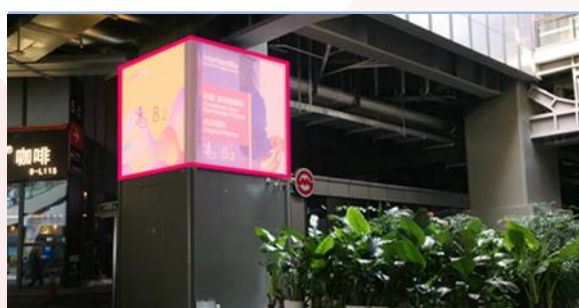
C38C Hanging banner – Exhibition footpath skylight

Specification: 2.8m (H) x 11m (W)
Price: (a) West esplanade: USD 5,000 / pcs
(b) East esplanade: USD 5,000 / pcs



C29 Escalator advertisement

Specification: 1.47-1.5m (H) x 13-15m (W)
Price: (a) West esplanade: USD 3,500 / pcs
(b) East esplanade: USD 3,500 / pcs
(c) North esplanade: USD 3,500 / pcs (New)



C59B Lightbox – Column (1st floor)

Specification: 2.26-2.37m (H) x 1.52-2.34m (W) x 4-side
Price: (Each side is slightly different in dimension)
USD 3,200 / 4-side / pillar

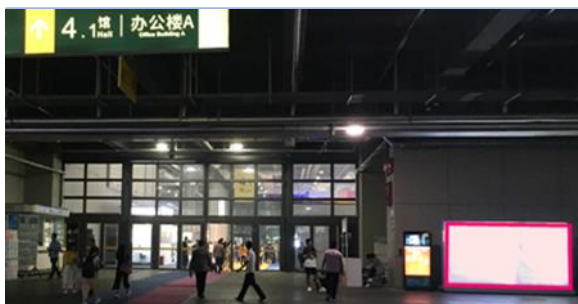
Note: The submission deadline of application and material production files is 12 July 2021.

Prices include release and production.

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Advertising items are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C27 Lightbox
– Along driveway (1st floor)

Specification: 2.2m (H) x 4m (W)
Price: USD 1,300 / pcs



C28 Advertisement panel – Along driveway (1st floor) (4-side)
(New)

Specification: Front & back: 4m (H) x 8m (W) x 2-side
Price: Sides: 4m (H) x 2m (W) x 2-side
USD 11,800 / 4-side / pcs



C36 Lightbox – Along exhibition footpath meeting room floor (mezzanine floor)

Specification: 2.2m (H) x 4m (W)
Price: USD 1,300 / pcs



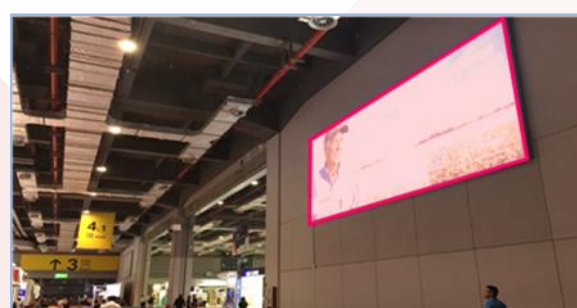
C48A Billboard – Skylight (2nd floor)

Specification: 3m (H) x 6m (W)
Price: USD 2,800 / pcs



C50 Wall advertisement
– Hall external (2nd floor)

Specification: 10.8m (H) x 14m (W)
Price: USD 22,000 / pcs



C25 Lightbox
– Hall partition (1st floor)

Specification: 5m (H) x 12m (W)
Price: USD 8,600 / pcs

Note: The submission deadline of application and material production files is 12 July 2021.

Prices include release and production.

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Advertising items are subject to availability. Please check with the organisers for the available location.

Sponsorship Marketing Opportunities

For more details, please contact:

Messe Frankfurt (HK) Ltd

Contact: Mr Kevin Tang / Ms Sasha Zhu

Tel: +852 2230 9289 / +86 755 8299 4989 ext. 606

Email: sponsorship@hongkong.messefrankfurt.com